

# This photocell makes America's best "35" even better!

The Argus C-44 has been a good creative tool for fine photographers for quite a while now. But in the last few months it has really come of age.

Look. The new coupled light meter actually becomes part of the camera. It's geared right to the shutter speed control . . . tells you the one lens opening for a perfect picture in any light.

The new rapid film-advance lever sets you up for the next shots with fast flicks of your thumb. And an equally fast rewind crank lets you change film in a hurry.

All this, mind you, in a proven camera with a proven lens out front. And it bears the world's number 1 name in color-slide photography. Why not take a look (or another look) at the C-44 next time you're in your favorite camera store? You may be missing the best camera bet in America today! C-44, \$99.95. Coupled light meter, \$19.95. Carrying case, \$14.50.



## **New Argus Folding Flashgun fits in your pocket!**

*Carrying a C-44 flashgun is as easy as carrying an extra roll of film, now-a-days. The new fan-type gun folds into its own case, complete with a really practical flash computer and test lamp. Fits in your budget, too: \$9.95.*

We can't  
guarantee  
blue ribbons,  
but...



We *can* tell you how to stand a better chance of winning them. Simply use a telephoto or wide-angle lens to give a fresh approach to an otherwise ordinary picture.

And we heartily recommend *our* 100mm and 35mm accessory lenses for your C-44. Among their other attributes, they have bayonet mounts for quick changeability.

Modestly priced, too. 100mm, \$59.95. 35mm, \$56.50. And the unique Turret Viewfinder (shown on the camera) shows you exactly what each lens sees. \$24.95.

# argus®

Argus Cameras, Ann Arbor, Michigan  
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